



WXYZ

# ORDER

Print Date 10/06/12

Page 1 of 2

Flight Dates **08/29/12-09/03/12**

Contract / Revision      **309460 /**

Original Date / Revision  
08/28/12    09/10/12

Advertiser **Protect MI Vote**

Agency    **Target Enterprises**

Buying Contact

**15260 Ventura Boulevard - Suite #1  
Sherman Oaks, CA 91403-5347**

Product

**Protect MI Vote No on Casino Gam**

Agency Com    15%

Billing Contact

**15260 Ventura Boulevard - Suite #1  
Sherman Oaks, CA 91403-5347**

Sales Office    WXYZN

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **304**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 35%    Market Value 203142

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	132042
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	35	\$60,435.00	\$71,100.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$60,435.00</b>	<b>\$71,100.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/03/12	35	\$60,435.00	\$71,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/29/12	09/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	--WTF--	:30	3	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$700.00		0.00			
N 2	WXYZ	08/29/12	09/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--WTF--	:30	6	\$1,600.00	P-4	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					6	\$1,600.00		0.00			
N 3	WXYZ	08/29/12	09/02/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Contract / Revision

**309460**

**Flight Dates08/29/12-09/03/12**

### Hiatus Dates

Original Date / Revision    08/28/12/    09/10/12

Order Sep 00:20:00

Advertiser    **Protect MI Vote**

<u>Product</u>	<b>Protect MI Vote No on Casir</b>	<u>Estimate #</u>	<b>304</b>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/29/12	09/02/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	--WTF--	3		\$1,000.00	0.00							
N 4	WXYZ	08/29/12	09/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--WTF--	:30	3	\$1,200.00	P-4	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	--WTF--	3		\$1,200.00	0.00							
N 5	WXYZ	08/29/12	09/02/12	7p News M-F 7-730p	CM	7-730pm M-F	--WTF--	:30	3	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	--WTF--	3		\$2,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WXYZ	08/27/12-09/02/12		7p News		7-730pm M-F	--WThF----	:30		<del>(\$2,000.00)</del>		0.00	NM		
Unresolved [PER STEVE KOPICKI/AIRING SPECIAL PROGRAM/DETROIT LION'S PRESEASON GAME.....MT]															
N 6	WXYZ	08/29/12	09/02/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun-	-WTFSS	:30	4	\$4,000.00	P-4	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	--WTFSS	4		\$4,000.00	0.00							
N 7	WXYZ	08/30/12	08/30/12	Lions Pre-Season Footba Lions Pre-Season Footba	CM	7-11pm (7:00 PM-10:30 PM)	---T---	:30	2	\$8,500.00	P-4	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	---T---	2		\$8,500.00	0.00							
N 8	WXYZ	09/01/12	09/01/12	Lions Football Encore Lions Football Encore	CM	11a-3p (12:00 PM-3:00 PM)	-----S-	:30	2	\$0.00	P-4	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	-----S-	2		\$0.00	0.00							
N 9	WXYZ	09/03/12	09/03/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-----	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	M-----	2		\$700.00	0.00							
N 10	WXYZ	09/03/12	09/03/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	4	\$1,600.00	P-4	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	M-----	4		\$1,600.00	0.00							
N 11	WXYZ	09/03/12	09/03/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	M-----	2		\$1,000.00	0.00							
N 12	WXYZ	09/03/12	09/03/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	M-----	1		\$2,000.00	0.00							
N 13	WXYZ	09/03/12	09/03/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-SunM-	-----	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	M-----	1		\$4,000.00	0.00							
Totals													35	\$71,100.00	